

Mitsubishi Motors is aggressively expanding its dealership network in the Indian auto market, Auto Bites, October 11

The Japanese car maker Mitsubishi Motors is aggressively expanding its dealership network in the Indian auto market. The company has recently opened its 41st dealership in the Indian auto market on Tuesday in Hyderabad. New dealership has been launched in partnership with BM Motors. Located in Ranigunj, Secunderabad, Mr. Ashish Kaul, Head of Sales and Channel Expansion, HM-Mitsubishi Motors, was present on the occasion. This is the second dealership of Mitsubishi Motors in the state of Andhra Pradesh as the firm already has a dealership in Vijayawada. The outlet is spread on an area of 3600 sq. ft.



Mitsubishi Motors currently sells its cars in partnership with Hindustan Motors in the Indian market. The company sells a range of vehicles in the Indian market that is comprises of entry level sedan Mitsubishi Cedia, premium sedan Mitsubishi Lancer, luxury sedan Mitsubishi Lancer Evolution, luxury compact Sports utility vehicle Outlander and premium SUV Pajero.

Having a considerable presence in the metro cities in the Indian market, the company is now looking forward to expand its foot prints in the tier II and III cities. The company has a service network of 49 service centers in the country.

HM-Mitsubishi partnership came into existence in year 1998 and the first portfolio model of this joint venture was Mitsubishi Lancer. The joint manufacturing unit of these firms is situated in Chennai.

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